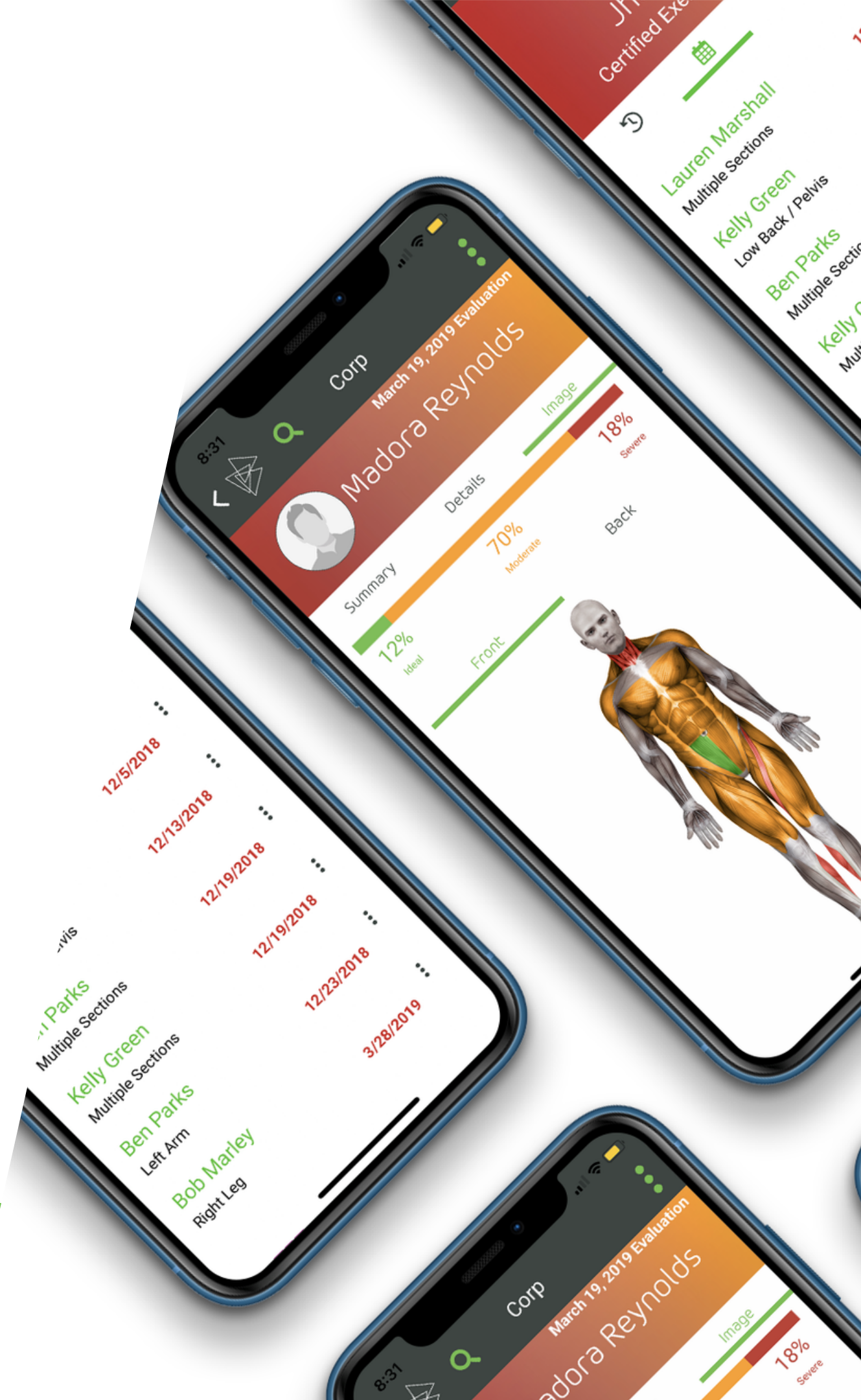


September 24, 2021

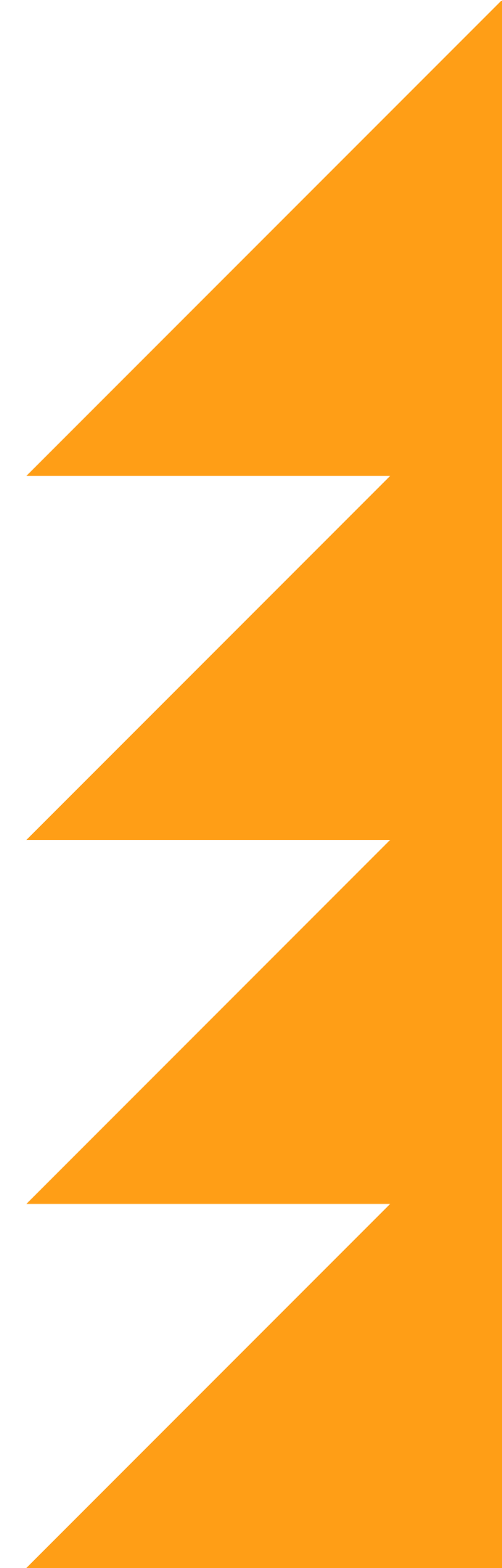
Annual Meeting





Agenda

- Looking Back at 2020
- Defining Who We Are Now
- 2020 Financials
- 2021 Highlights
- The Team
- Burn Rate & Runway
- Product Updates
- 2021 Bridge Round
- Q&A
- Member Resources



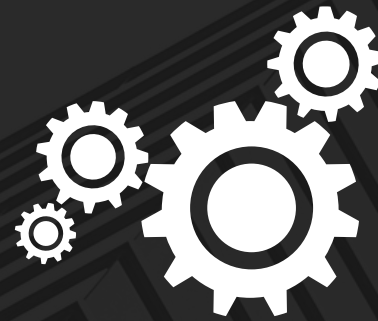
Looking Back at 2020



Transition

January 16th

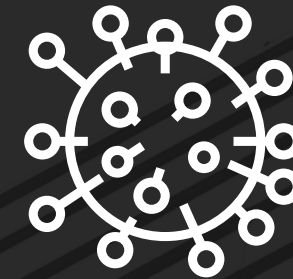
Founder & CEO



FMOLHS

January 22nd

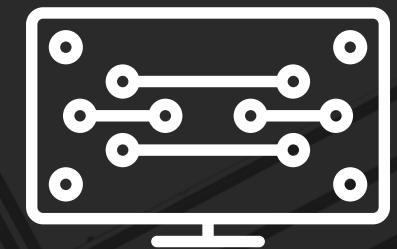
Executed Contract



COVID-19

March 15th

Operations Changed
Government Funding



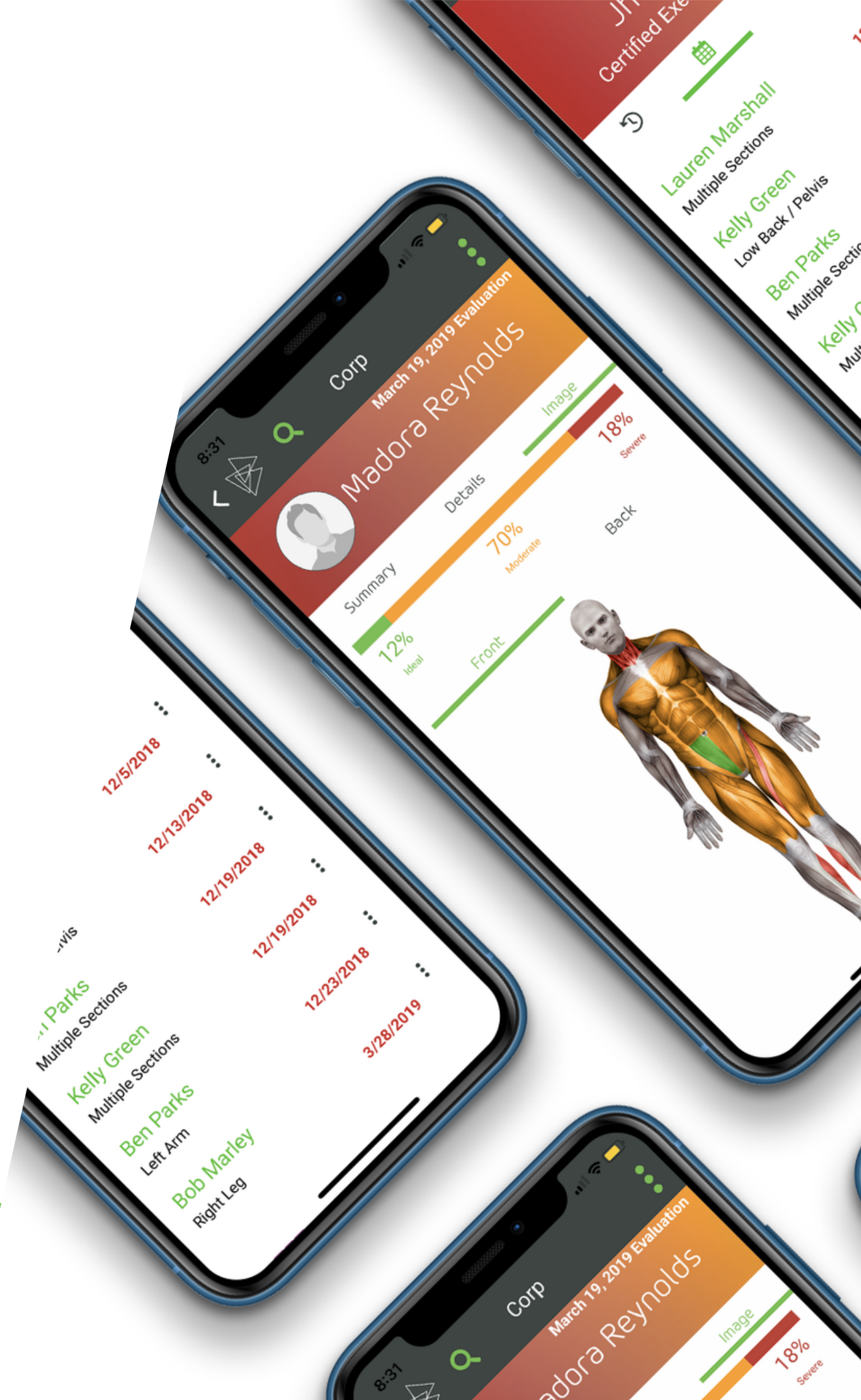
Development

Continual...

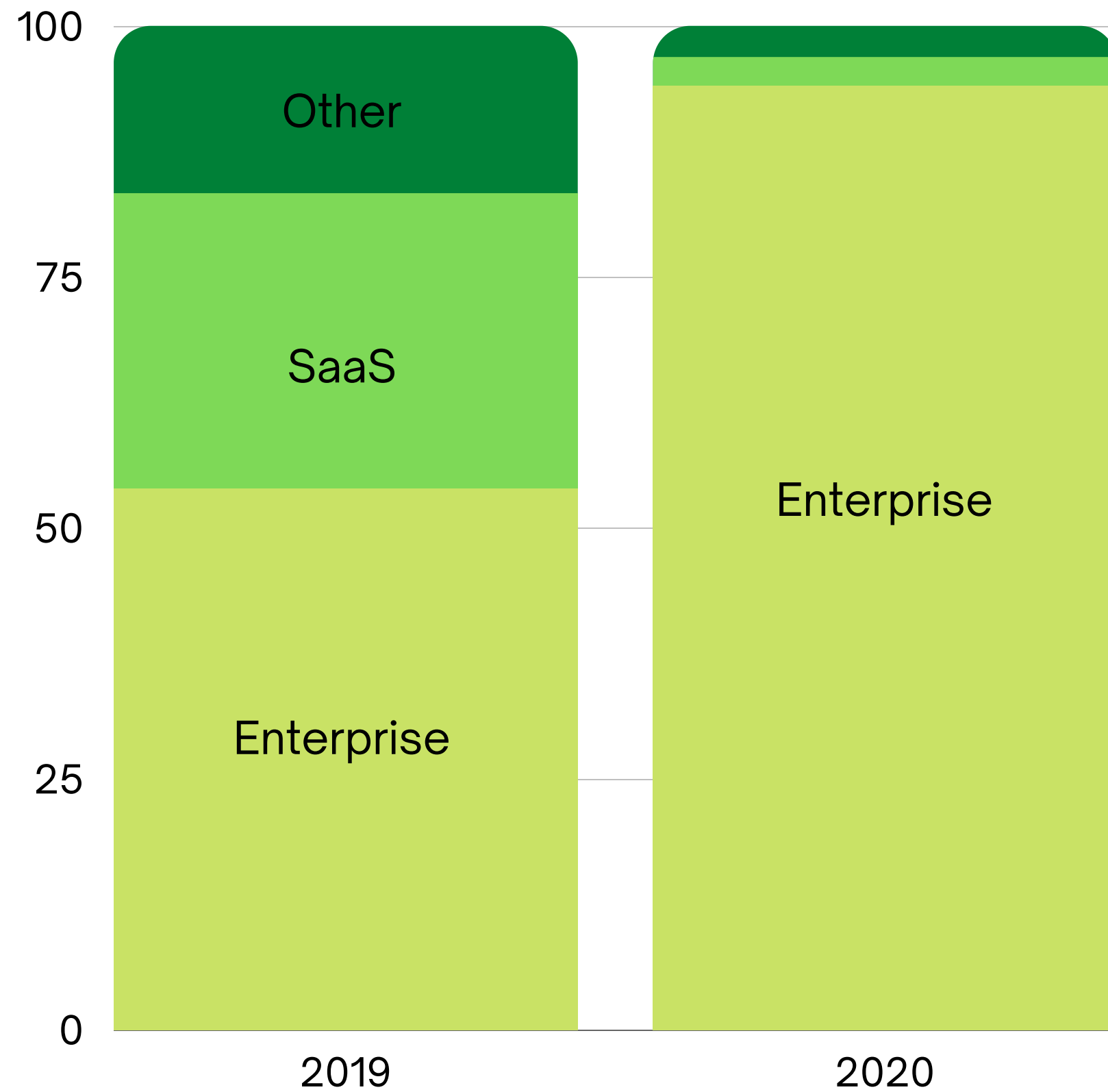
Meaningful Feedback from R&D
Partner and Services Group

Defining Who We Are

Building Technologies for Human Movement



2019 v 2020 Revenue %



\$719,000

2020 Revenue

(+562% from last year)

94% Enterprise Revenue

3% SaaS Revenue

3% Other Revenue

Breakdown

New v Legacy Customers

\$250,000 License Revenue

\$423,000 Evaluation Revenue

\$3,000 Advanced Data + Consulting

\$21,000 Subscriptions from Legacy Clients

\$22,000 Halo Base + Other Legacy Client Revenue

\$872,000

2020 Expenses

(-25% from last year)

Breakdown

COGS

\$332,000 Enterprise

\$3,000 SaaS

\$25,000 Hosting and Support

\$8,000 Other

Operating Expenses

\$170,000 Salaries, Compensation, Benefits

\$105,000 Professional Fees

\$26,000 Office Lease

\$15,000 IT Expenses

\$160,000 Amortization

\$28,000 Other

\$351,000

Gross Profit

48.8% Gross Margin

-\$162,000

Net Income

-23% Profit Margin

\$9,800

EBITDA

First year positive EBITDA

2021

What we have been up to

Secured upgraded **contract renewals** with FMOLHS and Baton Rouge General

Surpassed **10,000** Evaluations at FMOLHS & started developing a provider network

Witnessed great success with Baton Rouge General and the **Tactical Athlete Market**

Fine-tuned **training** for our services team and professional accounts

Increased **development resources** thanks to Billy Davis and his team

Launched **MotionDX Beta**

Began discussions with future partners in **Business Development**

The Team

Founder | **Gerald Drefahl**

CEO | **Matt Adler**

Director of Operations | **Ashleigh Keller Jackson**

Director of Software Development | **Jesil Dsilva**

Accounting | **Melissa Thies**

Legal | **Taylor Porter**

IT | **Kevin Robinette**

Hosting & Support | **Sparkhound & Strix LA**

Services Manager | **Kyle Tyler**

Services Manager | **Tish Karl**

Development & Testing | **Applica Scientific**

\$3,000 monthly

Burn Rate

\$40,000 Monthly Operating Expenses
+ Variable Service Costs

\$265,000

Debts

5-year Term Loan
Debts to Adler & Drefahl
Credit Card

December 2022

Current Runway

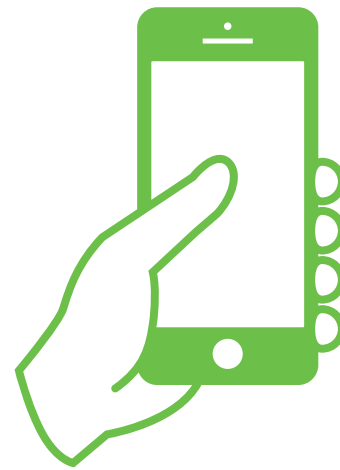


Product Updates



Kinesics App + Consulting

Continues to be the main driver for Kinesics' business and requires heavy support and operational overhead



MotionDX + Dashboard

The future of Kinesics' services delivery and the next greatest tool for the professional market



Kinesics MOVE

A web-based mobility database that will make Kinesics the #1 online location for all things human movement

MOTIONDX

LIVE FREE

Range of Motion

90

Capture

Set To Zero

Tutorial

Voice Output

Dual Button

Panel Flip

Participant Evaluation

Evaluation

OVERALL PERCENT OF IDEAL

51%

31% Ideal 16% Moderate 53% Severe

Spinal (Cervical) - 51%		
Hip/Pelvis (Left) - 78%		
Left Hip External Rotation	40	79%
Left Hip Abduction	49	100%
Left Hip Medial Rotation	60	100%
Left Straight Leg Hamstring	30	32%
Hip/Pelvis (Right) - 46%		
Ankle (Left) - 100%		
Left Gastroc	26	100%
Left Soleus	24	100%
Ankle (Right) - 43%		
Spinal (Lumbar) - 50%		
Shoulder (Left) - 15%		
Shoulder (Right) - 25%		

GENERIC LEFT/RIGHT BODY

Participant Evaluation

Body Parts

FRONT BACK

Save Evaluation

New Evaluation

Email Pdf Report

GENERIC LEFT/RIGHT BODY



MotionDX Strategy

Flood the Market

Get the tool into as many hands as possible by acquiring beta users with free unlimited access. Capturing usage data and beating competition are our #1 goals.

Replace the Goniometer

Go after low-hanging fruit by targeting FitPros, PT/OT, and movement specialists that use range of motion in their practice.

Listen to the Customer

Capture feedback at every step, listen to customer needs and pitfalls, and strategically map future development.

2021 Bridge Round

\$1,000,000

Use of Funds

12 months

\$175k Operations
\$360k Sales/Marketing
\$60k Promotion

Purpose:

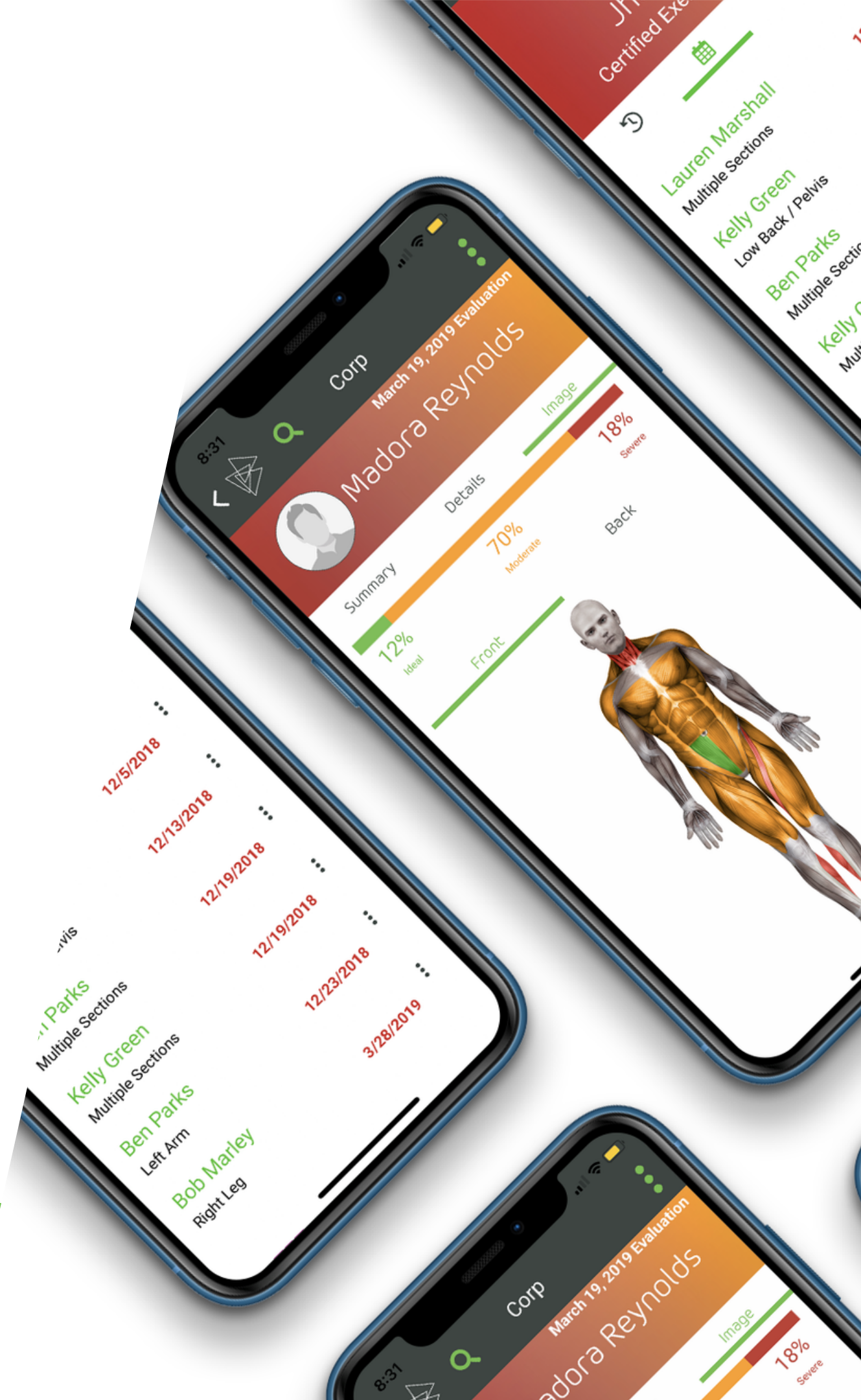
- Hire operations support
- Onboard & fund biz dev team
- Promote new product

\$30k Transaction Costs
\$375k Working Capital

Purpose:

- Cover fundraising expenses
- Flip financial leverage
- Save for unforeseeable costs

Q&A



Member Resources

All in one place.

1. Go to: kinesicshms.com/members

2. Sign up & get approved

3. See financials, communication, meeting recordings, & legal docs

September 24, 2021

Annual Meeting

